

FIG. 1

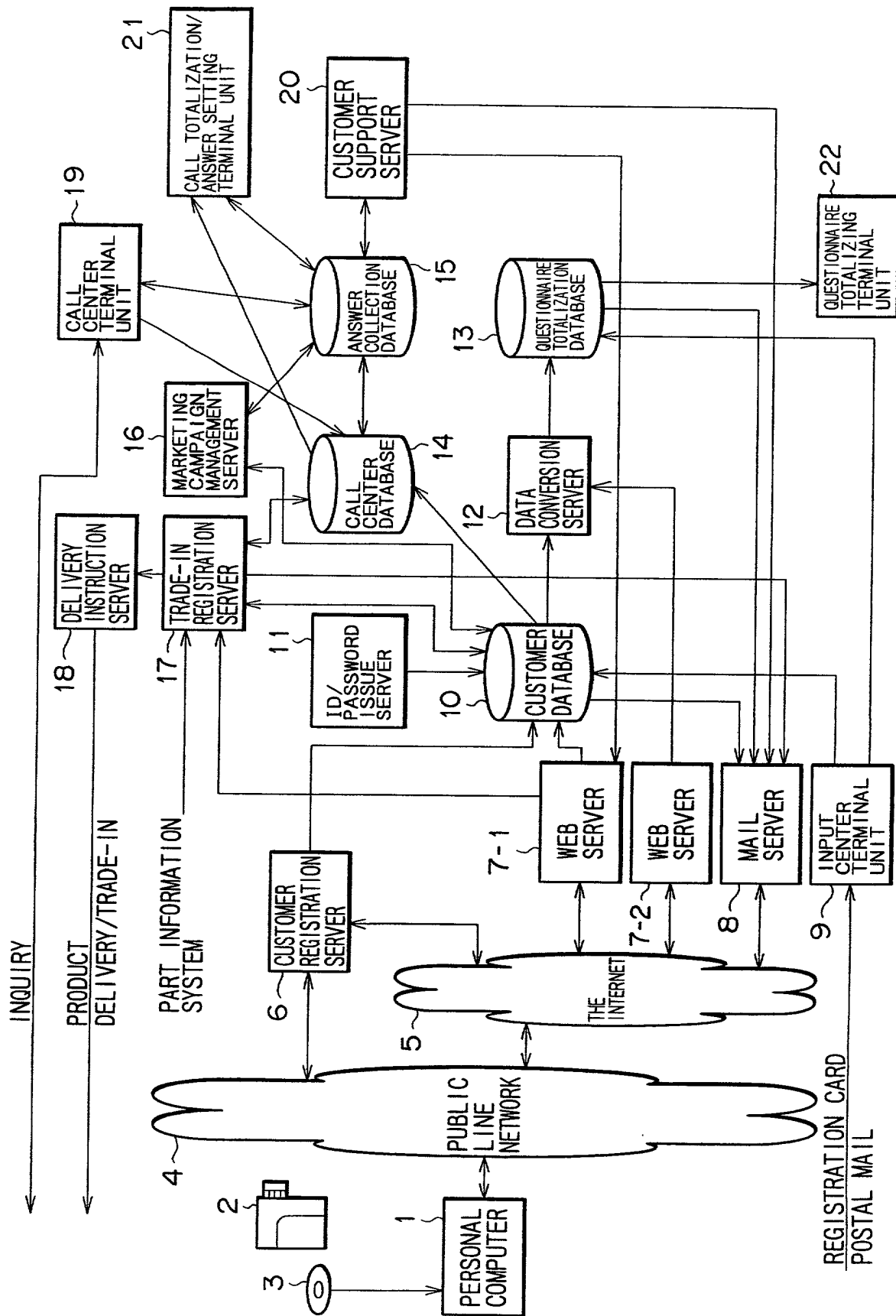


FIG. 2

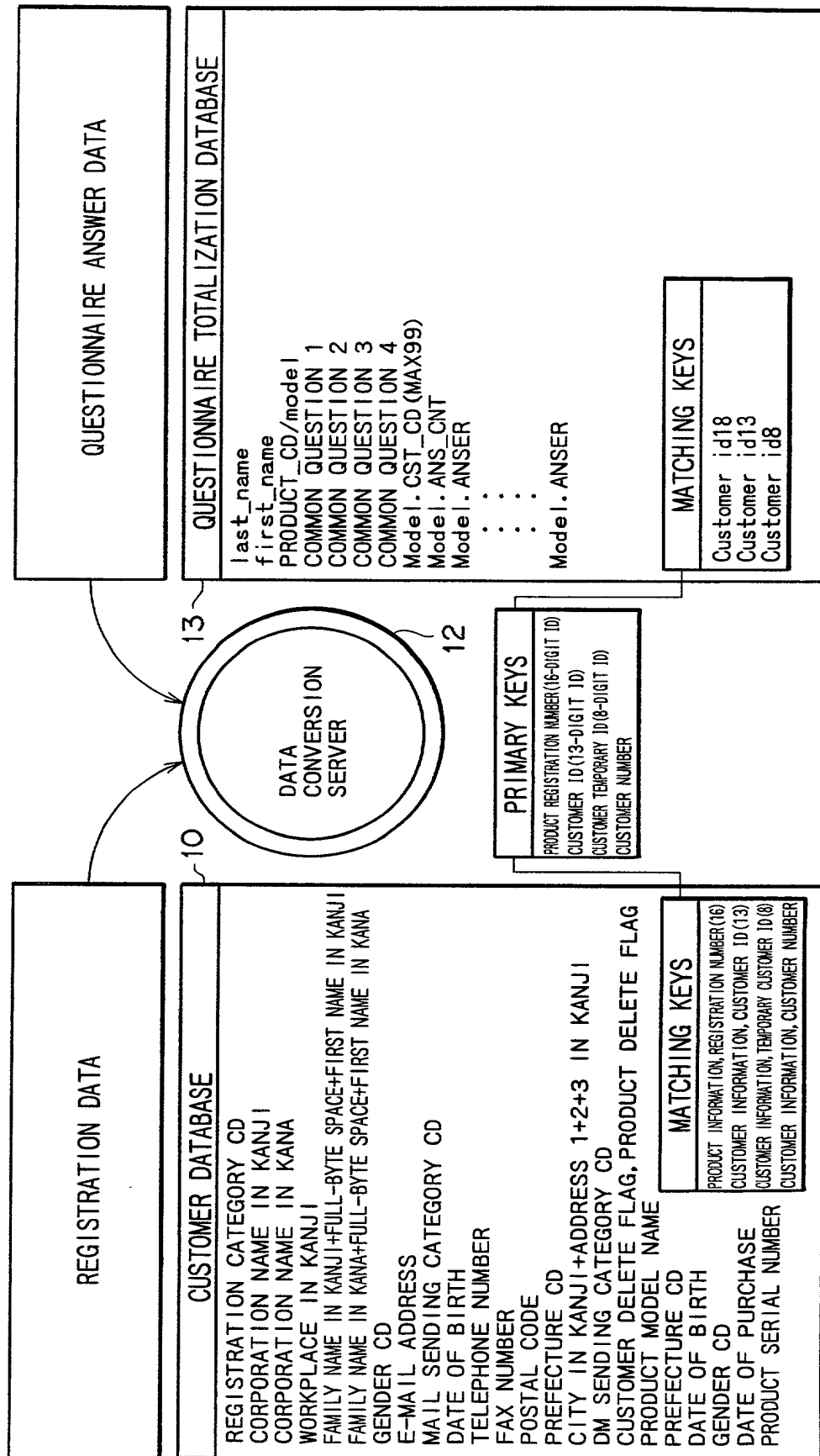


FIG. 3

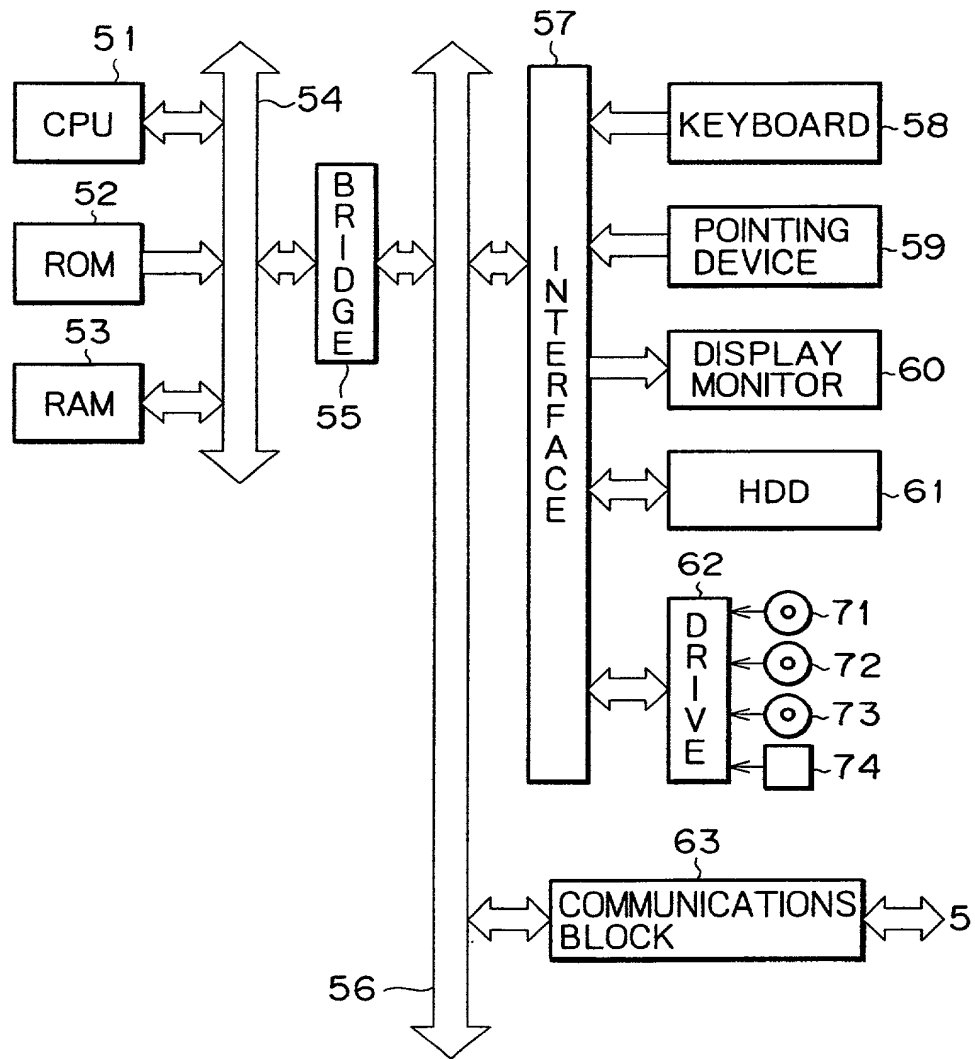


FIG. 4

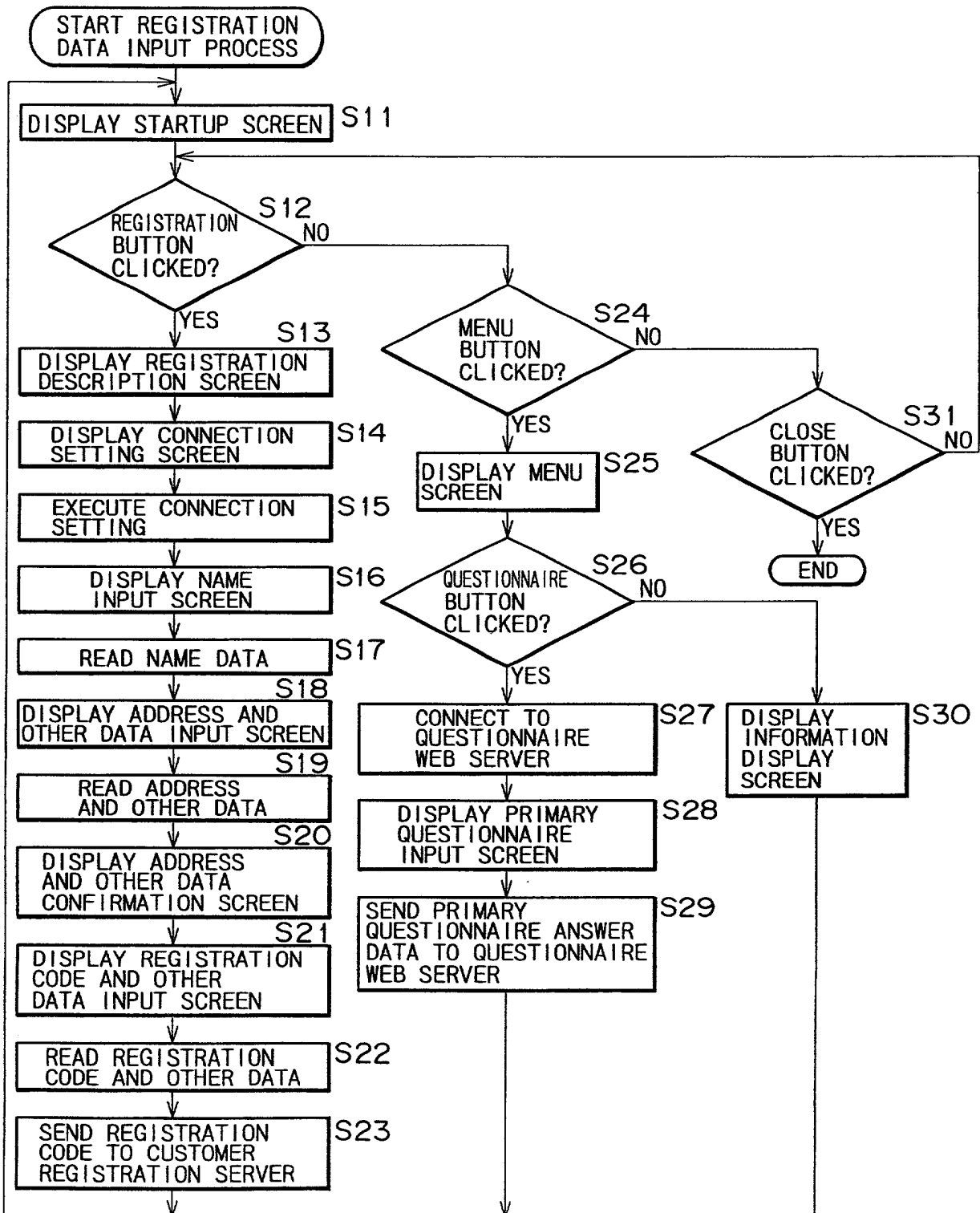


FIG. 5

WELCOME TO CUSTOMER REGISTRATION MENU

MENU

REGISTER NOW

CLOSE

FIG. 6

PULSE/TONE ☒ PULSE ☐ TONE

EXTENSION
NUMBER

PREVIOUS

NEXT

CANCEL

FIG. 7

	FAMILY NAME	FIRST NAME	FULL-BYTE KATAKANA
READING	<input type="text"/>	<input type="text"/>	<input type="text"/>
NAME	<input type="text"/>	<input type="text"/>	<input type="text"/>

TO REGISTER IN CORPORATION NAME?

☒ NO ☐ YES

FIG. 8

BIRTHDAY	<input type="text"/>	YEAR	<input type="text"/>	MONTH	<input type="text"/>	DAY	<input type="text"/>	GENDER	<input checked="" type="radio"/> MALE <input type="radio"/> FEMALE
POSTAL CODE	<input type="text"/>	PREFECTURE						<input type="text" value="HOKKAIDO"/>	<input type="text" value="▽"/>
CITY (READING)	<input type="text"/>								
CITY	<input type="text"/>								
HOUSE NUMBER	<input type="text"/>								
APARTMENT OR BUILDING NAME	<input type="text"/>								
TELEPHONE NUMBER	<input type="text"/>				FAX NUMBER		<input type="text"/>		
E-MAIL ADDRESS	<input type="text"/>								
DO YOU WANT TO HAVE US SEND YOU INFORMATION?									
<input checked="" type="radio"/> YES <input type="radio"/> NO									
						<input type="text" value="PREVIOUS"/>		<input type="text" value="NEXT"/>	
								<input type="text" value="CANCEL"/>	

FIG. 10

REGISTERED
PRODUCT

MODEL

AAAA

SERIAL NO.

REGISTRATION

PURCHASE
DATEYEARMONTHDAY

STORE NAME

MAINLY USED
COMPUTERS

IMAGE CAPTUREMETHOD

MAKER

OS

MODEL

ENTER CUSTOMER ID IF YOU HAVE ONE

PREVIOUS

NEXT

CANCEL

FIG. 11

MENU

INTRODUCING ACCESSORIES

LINK TO ASSOCIATED WEB SITES

INTRODUCING TRIAL SOFTWARE

PLEASE FILL IN QUESTIONNAIRE

RETURN TO HOME

CLOSE

FIG. 12

CUSTOMER QUESTIONNAIRE ANSWER PAGE
<p>TO CUSTOMER:HAVE YOU MADE CUSTOMER REGISTRATION OF AAAA? WE WILL SEND THE FOLLOWING TO REGISTERED CUSTOMERS OF DIGITAL STILL CAMERA FREE OF CHARGE.</p> <p>1 ONE-YEAR GUARANTEE THE VALID PERIOD OF THE WRITTEN GUARANTEE(ORIGINAL) FURNISHED WITH THE PRODUCT IN SHIPMENT STATE IS 3 MONTHS IF NOT REGISTERED. IF REGISTERED, THE PRODUCT WILL BE GUARANTEED FOR ONE YEAR.</p> <p>2 CUSTOMER CARD WE WILL SEND A CUSTOMER CARD WITH ID NUMBER USEFUL IN RECEIVING VARIOUS SERVICES WE OFFER.</p> <p>3 PREMIUM FOR REGISTERED CUSTOMER WE WILL SEND PREMIUM FOR PRACTICAL USE.</p> <p>IF YOU HAVE NOT YET REGISTERED WITH US, REGISTER <u>HERE</u> AND FILL IN QUESTIONNAIRE.</p>
<p>PLEASE MOVE FORWARD TO QUESTIONNAIRE PAGE IF YOU HAVE FINISHED CUSTOMER REGISTRATION.</p> <p><input type="checkbox"/> INPUT BY USING SSL</p> <p><input type="checkbox"/> INPUT WITHOUT USING SSL</p>

FIG. 13

CUSTOMER QUESTIONNAIRE ANSWER PAGE
<p>FILL IN THE FOLLOWING ITEMS AND CLICK "TO QUESTIONNAIRE PAGE"</p> <p>MODEL TO BE REGISTERED: <input type="radio"/> AAAA</p> <p>FAMILY NAME: <input type="text"/></p> <p>FIRST NAME: <input type="text"/></p> <p>REGISTRATION CODE: <input type="text"/></p> <p>(FOR "REGISTRATION CODE" (14 DIGITS), REFER TO "CUSTOMER POSTCARD" FURNISHED WITH GUARANTEE. <u>FOR DETAILS, CLICK HERE</u>)</p> <p><input type="button" value="TO QUESTIONNAIRE PAGE"/> <input type="button" value="CLEAR"/></p>

FIG. 14

CUSTOMER QUESTIONNAIRE ANSWER PAGE

THANK YOU VERY MUCH, MR/MS XXX.
PLEASE FILL IN CUSTOMER QUESTIONNAIRE OF MODEL
"AAAA (NO. J81D00V480W695)"

ITEMS IN THIS COLOR ARE ESSENTIAL.

QUESTION 1: DO YOU HAVE A DIGITAL STILL CAMERA AT PURCHASE OF
THIS MODEL?

NO YES (FOR REPLACING) OYES (FOR ADDING)

QUESTION 2: THE MAKER OF THE DIGITAL STILL CAMERA YOU PURCHASED
BEFORE

CHOOSE FROM THE LIST

QUESTION 3: PURCHASED BY
CORPORATION PRIVATE

QUESTION 4: MAIN PURPOSE OF USE?

BUSINESS BUSINESS AND PRIVATE PRIVATE

QUESTION 5: WHICH SYSTEM FOR PERSONAL COMPUTER OR WORDPROCESSOR
DO YOU USE? (YOU CAN ANSWER TWO OR MORE)

OS1 OS2 OS3 OS4 OS5 WORDPROCESSOR OTHER

QUESTION 6: TYPE OF PERSONAL COMPUTER OR WORDPROCESSOR?

DESKTOP NOTEBOOK BOTH

QUESTION 7: SOFTWARE FOR MAINLY HANDLING IMAGES? (YOU CAN ANSWER TWO OR MORE)

PICTURE GEAR 3.2 LIGHT INTERNET BROWSER

FIG. 15

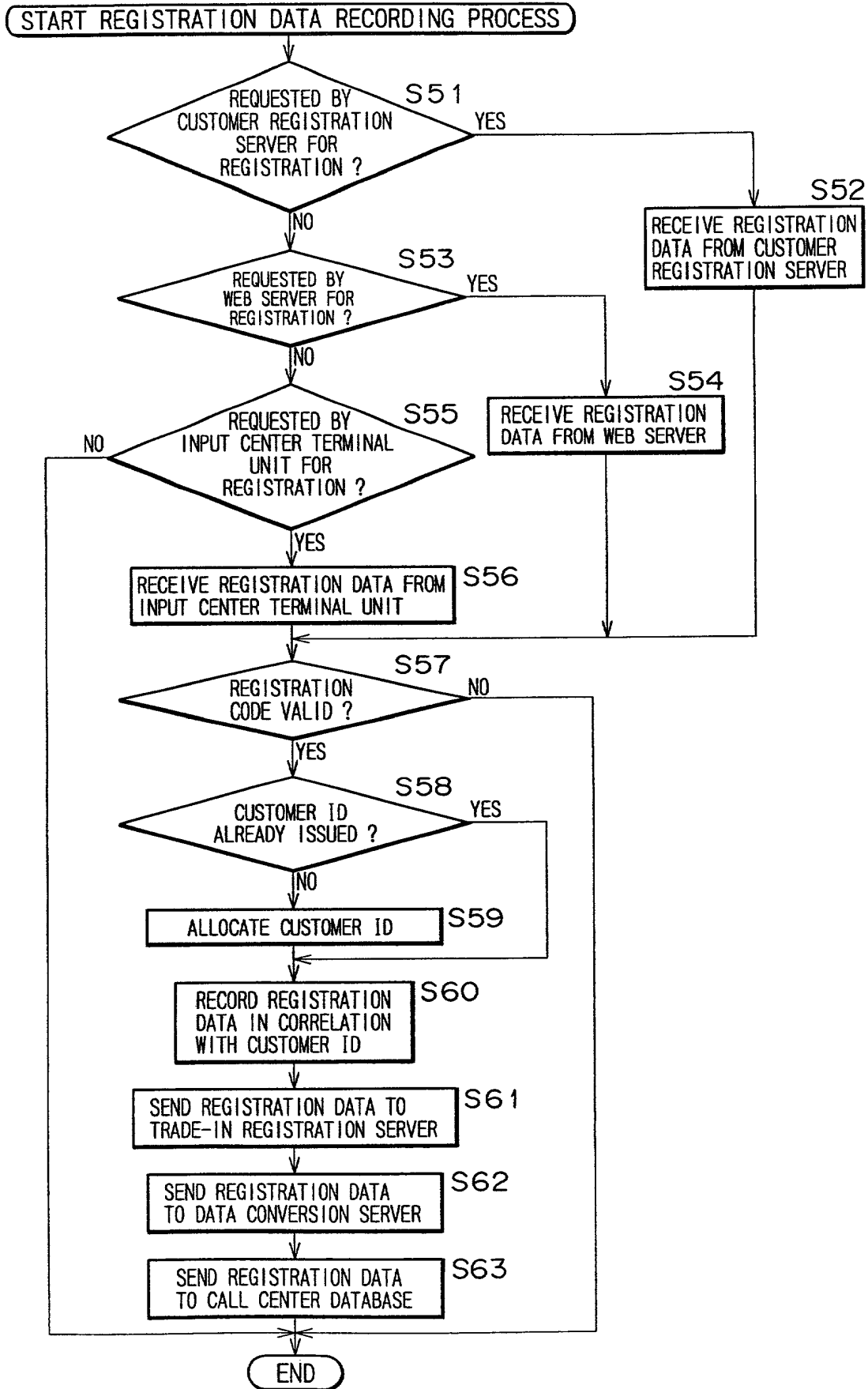


FIG. 16

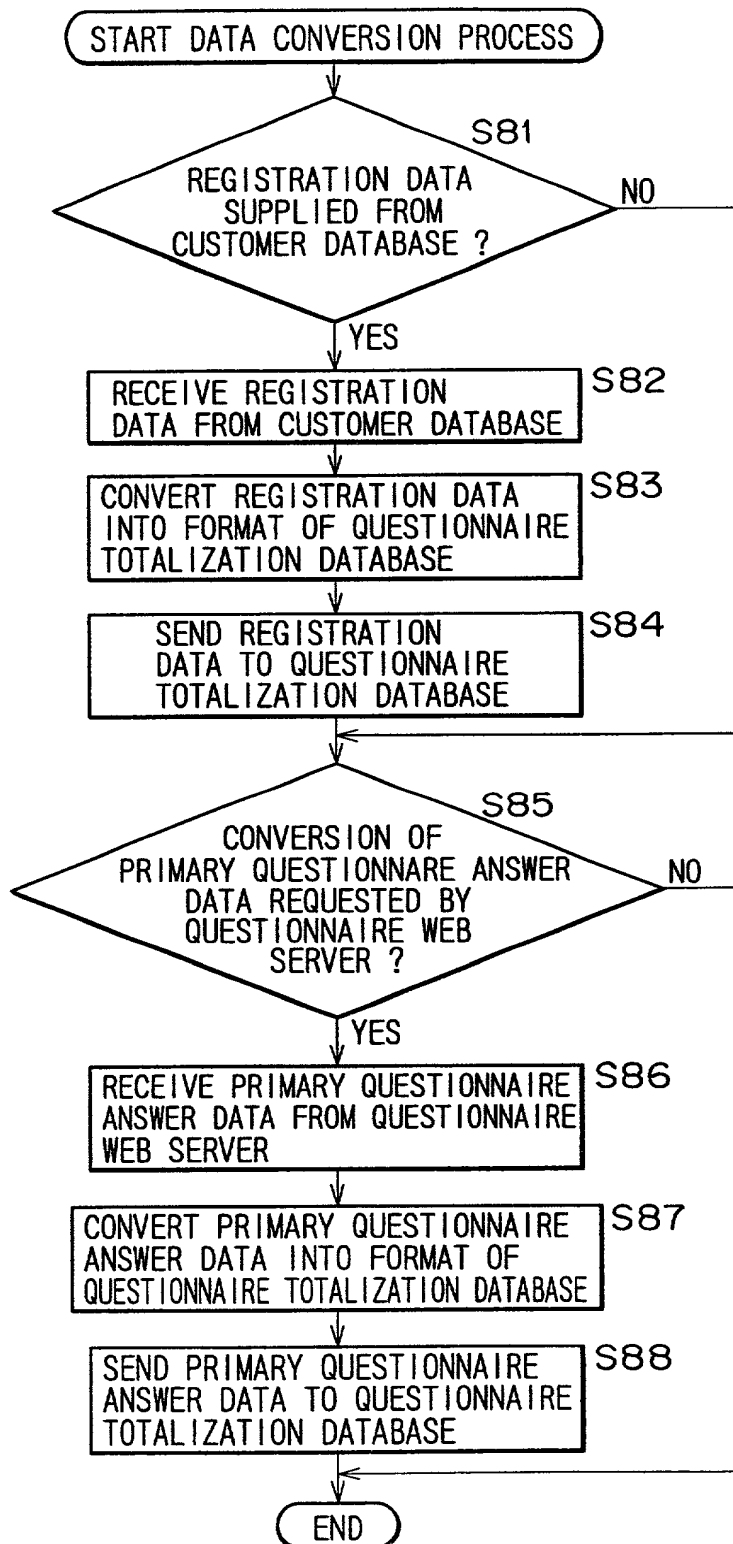


FIG. 17

PRIMARY KEY NAME	CUSTOMER DATABASE DATA ITEM NAME	QUESTIONNAIRE TOTALIZATION DATABASE DATA DEFINITION NAME
CUSTOMER CODE		
SAMPLE NUMBER		
CDB CUSTOMER NUMBER	CUSTOMER INFORMATION, CDB CUSTOMER NUMBER	
PRODUCT REGISTRATION NUMBER(16-DIGIT ID)	PRODUCT INFORMATION, REGISTRATION NUMBER	customer id 16
CUSTOMER TEMPORARY ID(8-DIGIT ID)	CUSTOMER INFORMATION, TEMPORARY ID	customer id 8
CUSTOMER ID (13-DIGIT ID)	CUSTOMER INFORMATION, CUSTOMER ID	customer id 13

[illegible]

0:MALE → 1:MALE
1:FEMALE → 2:FEMALE

FIG. 20

TOTAL DATA ITEM NAME	QUESTIONNAIRE TOTALIZATION DATABASE DATA DEFINITION NAME
MODEL CODE	PRODUCT CD
SAMPLE NUMBER	
QUESTION NUMBER (MAX 99)	Model.QST_CD
ANSWER COUNT	Model.ANS_CNT
ANSWER 1	Model.ANSER
: :	: :
: :	: :
ANSWER 40	Model.ANSER
REGISTRATION DATE/ FINAL UPDATED DATE	

FIG. 21

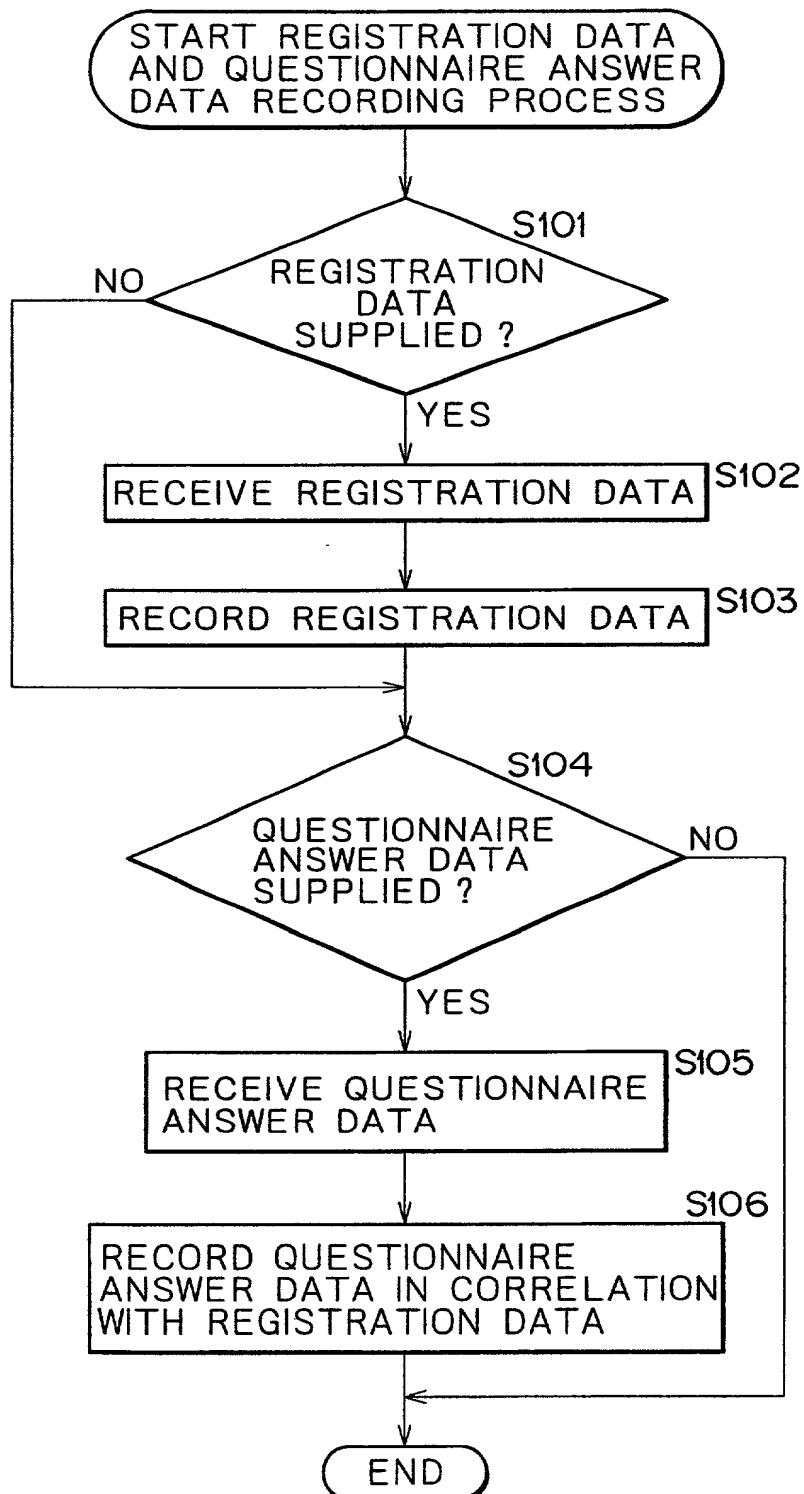


FIG. 22

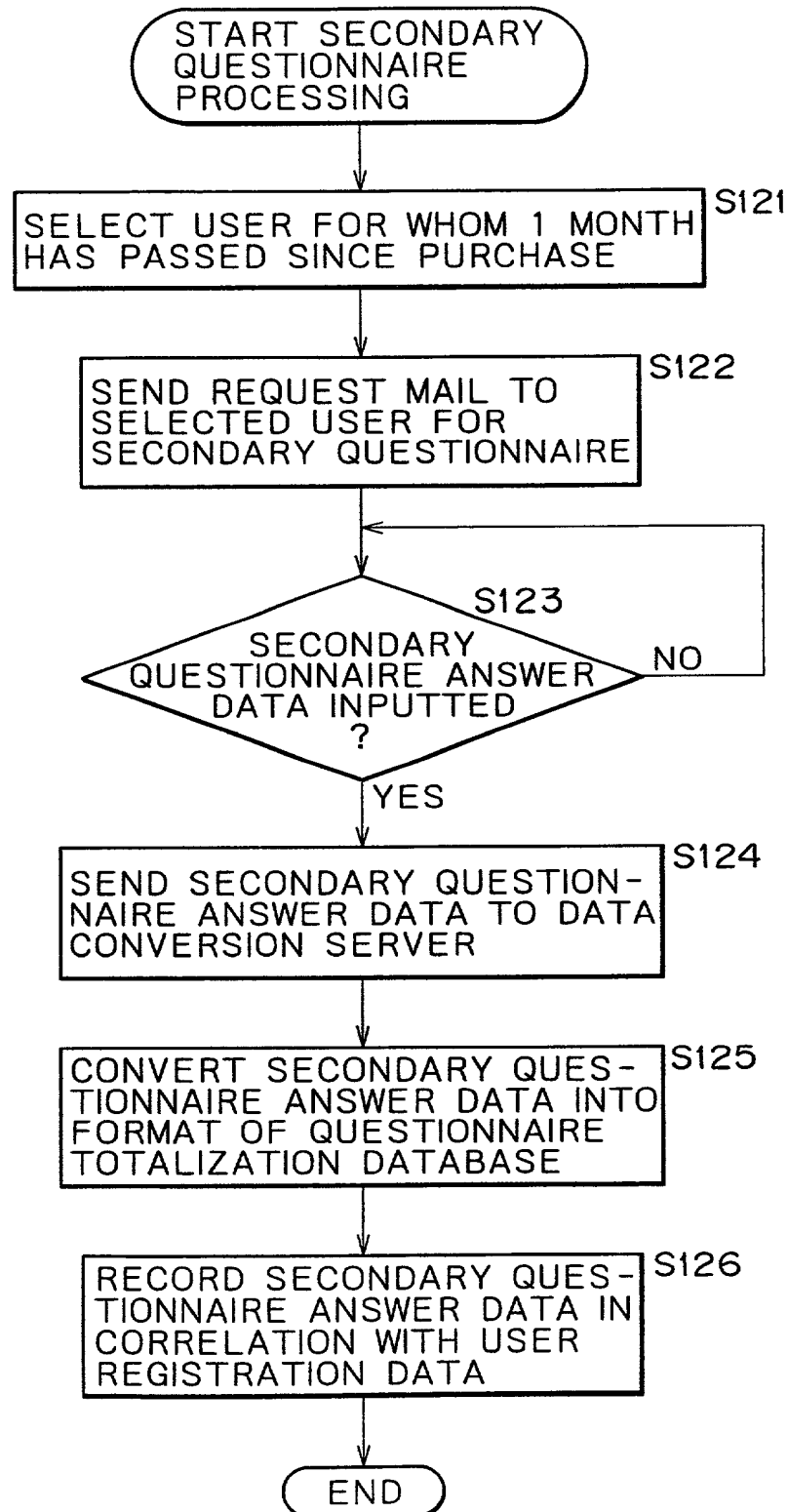


FIG. 23

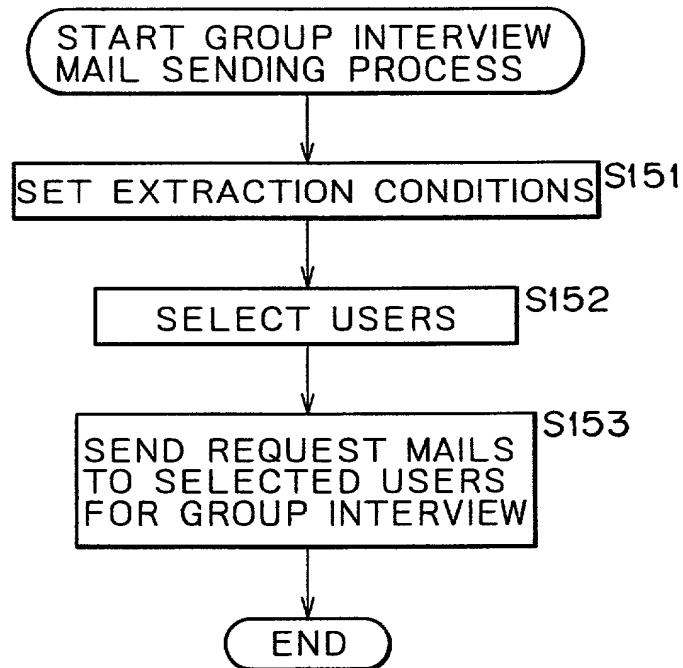


FIG. 24

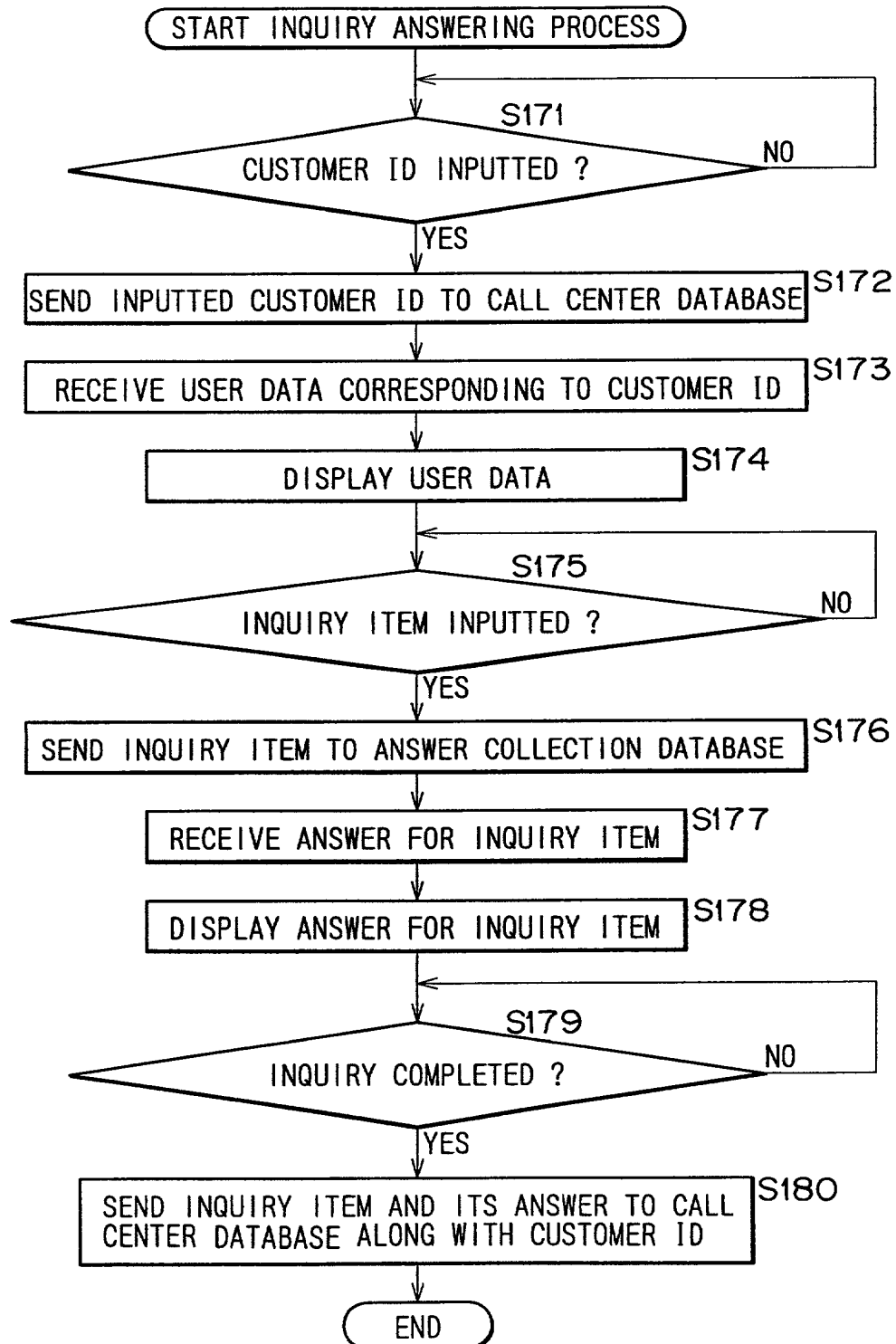


FIG. 25

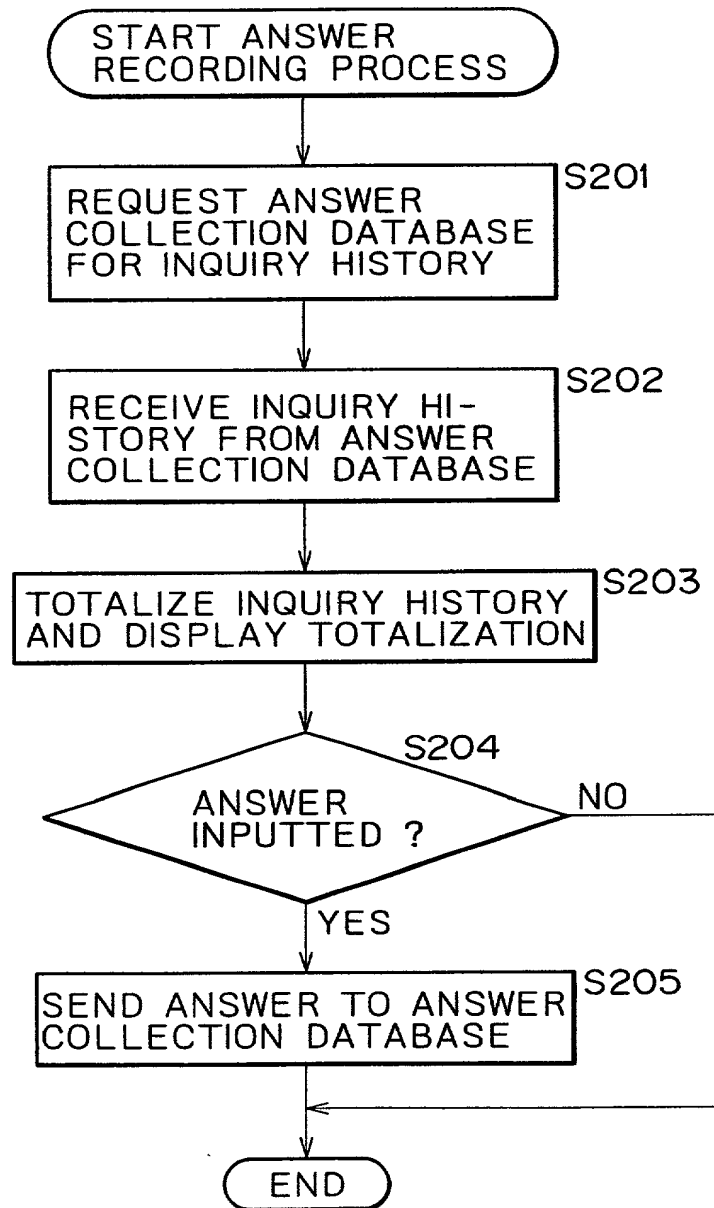


FIG. 26

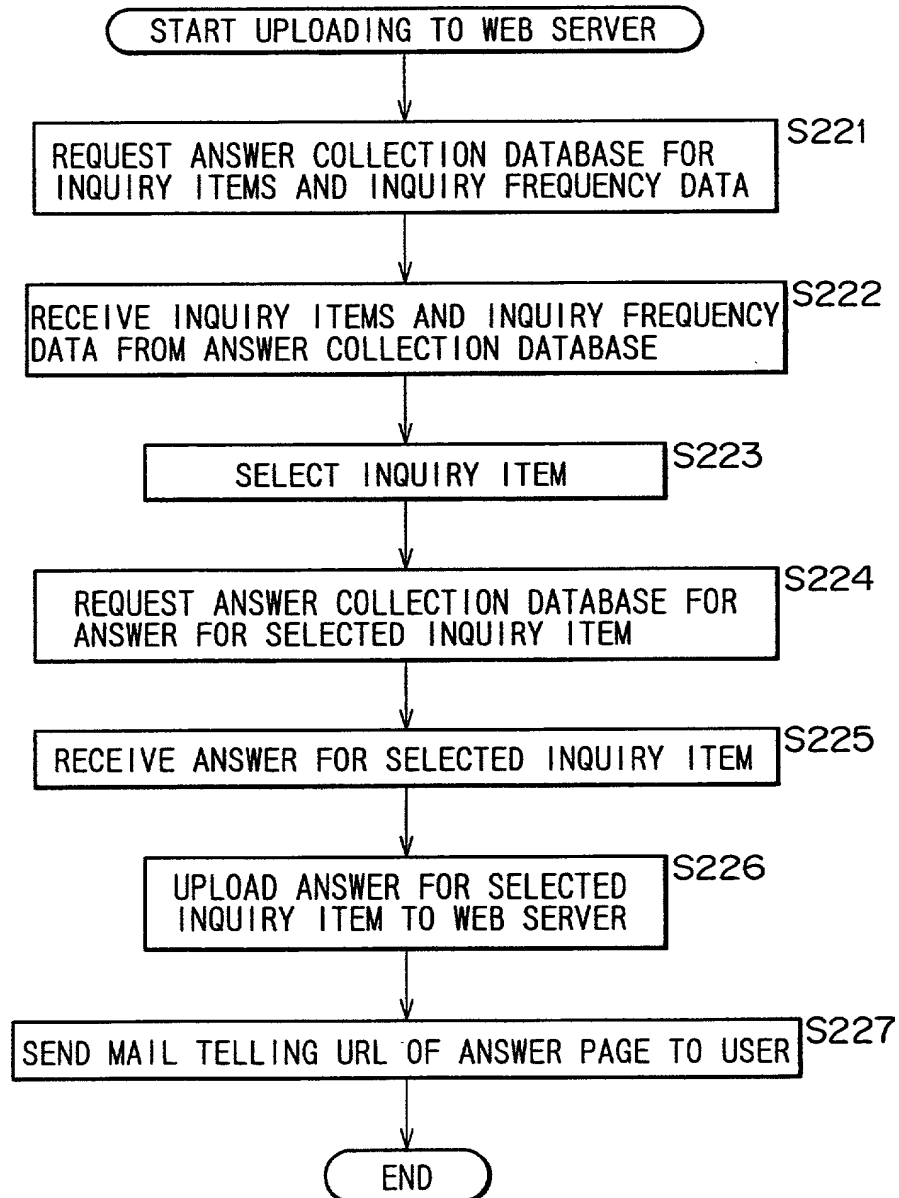


FIG. 27

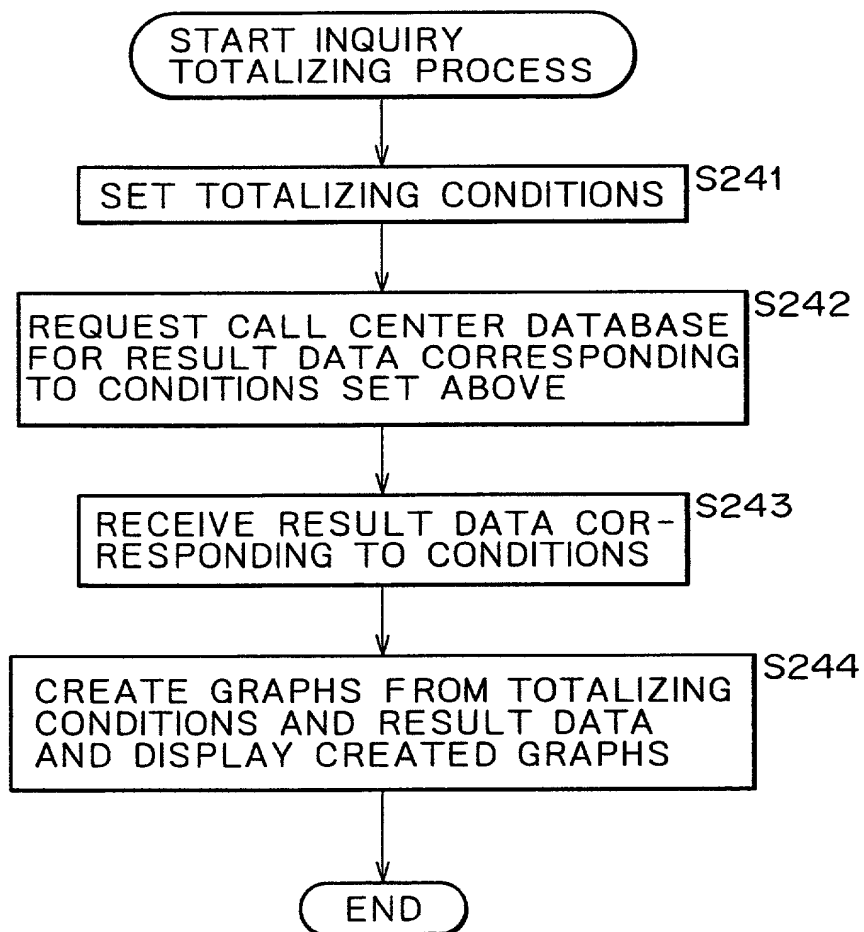
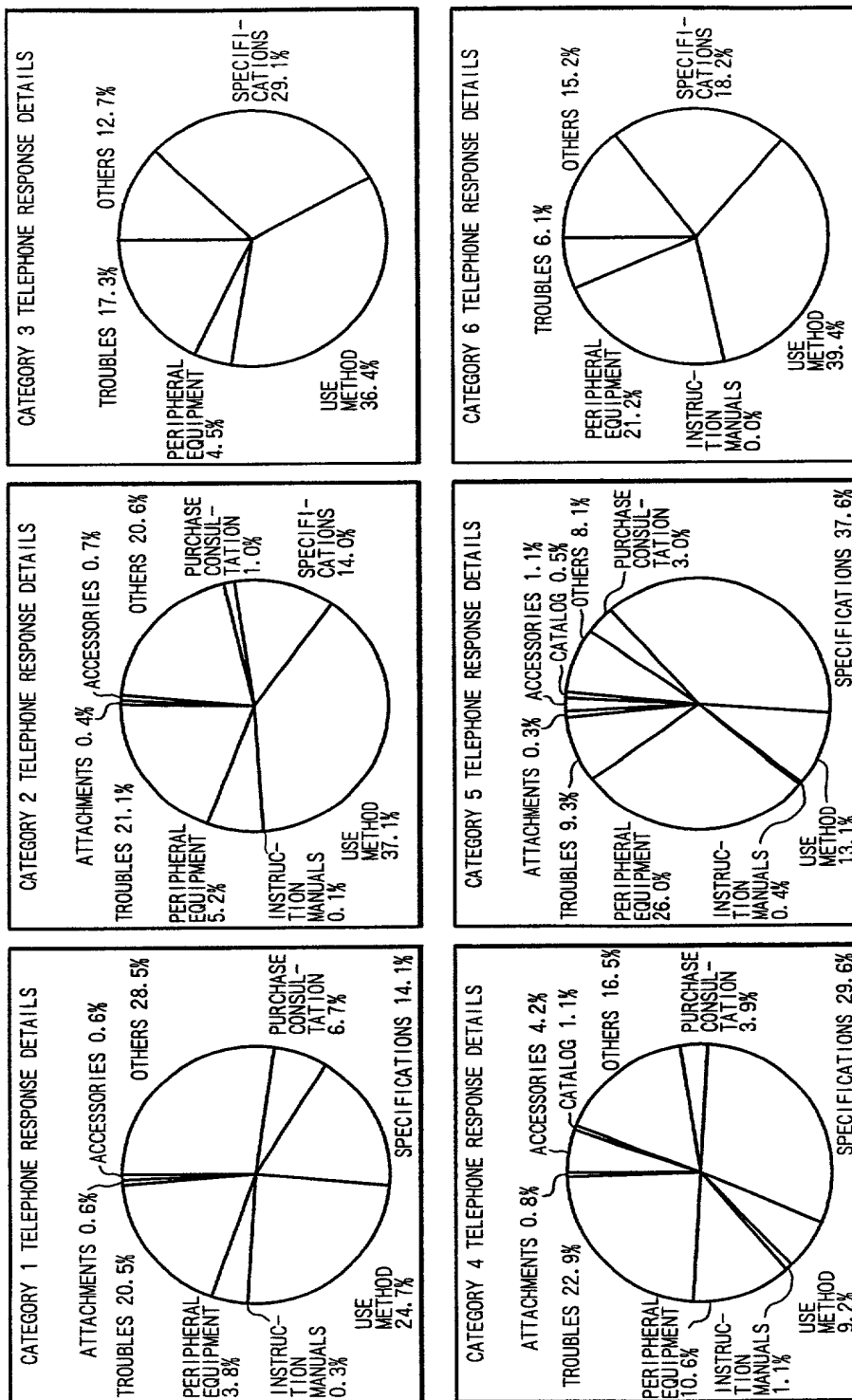
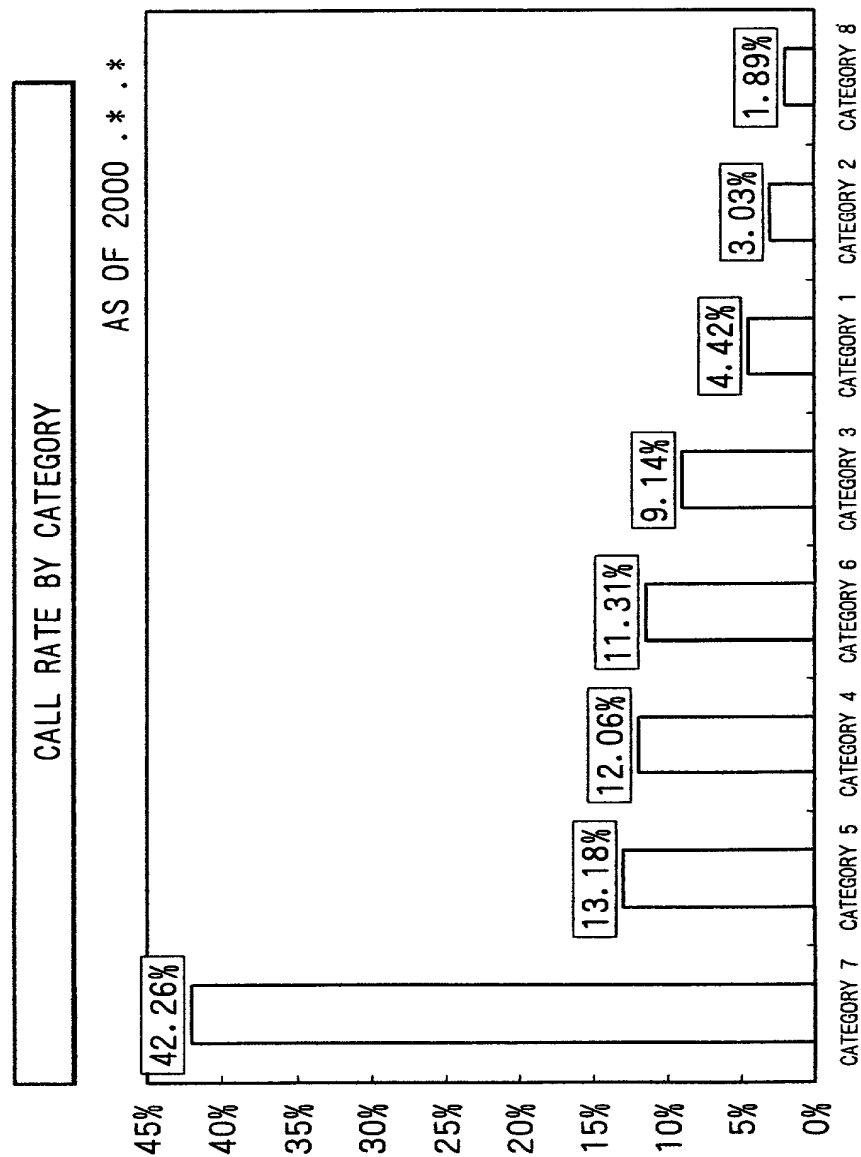


FIG. 28

DETAILS OF TELEPHONE RESPONSE BY CATEGORY (FOR MONTH XX)



F-1 G. 29



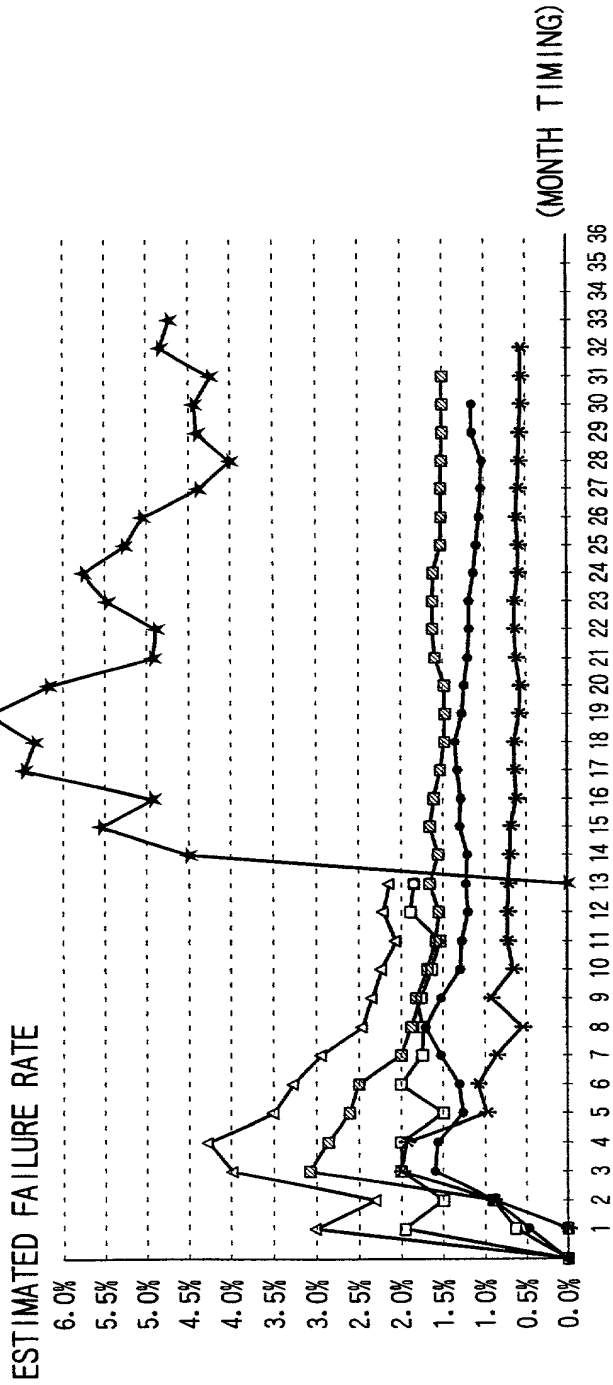
CALL RATE BY MODEL

Letter	Percentage
T	64.99%
S	42.26%
R	18.06%
Q	15.45%
P	15.35%
O	15.19%
N	14.87%
M	14.75%
L	14.25%
K	12.14%
J	11.54%
I	11.31%
H	9.60%
G	9.18%
F	9.08%
E	6.89%
D	5.58%
C	5.44%
B	4.26%
A	3.95%
n	3.58%
m	3.17%
l	3.06%
k	2.98%
j	2.96%
i	2.74%
h	2.72%
g	2.60%
f	2.29%
e	1.88%
d	1.82%
c	1.81%
b	1.34%
a	0.92%

FIG. 31

ANNUAL MARKET ACCUMULATED FAILURE RATE (FOR 1999)

AS OF 2000 . *. *



MODEL NAME	SALE DATE	TOTAL SALES	TOTAL CHARGE-FREE	TOTAL REFUND	TOTAL FAILURE	FAILURE RATE	MONTH TIMING	ANNUAL ESTIMATE	GUIDELINE	TOTAL NS	MIXED GOODS	ESSENTIAL TARGET	ABNORMALCY VALUE
A	1999/3/1	31,570	182	127	309	0.98	33	1.07%	△	*	135	0.70%	2.00%
B	1999/3/1	41,309	219	104	323	0.78	33	0.85%	△	*	128	0.70%	2.00%
C	1999/3/1	18,108	89	37	126	0.70	33	0.76%	△	*	76	0.70%	2.00%
D	1999/3/10	40,024	129	77	206	0.51	32	0.58%	○	*	60	0.70%	2.00%
E	1999/3/21	290,728	2,722	971	3693	1.27	31	1.48%	△	*	1941	0.70%	2.00%
F	1999/4/1	68,490	357	318	675	0.99	30	1.18%	△	*	127	0.50%	2.00%

FIG. 32

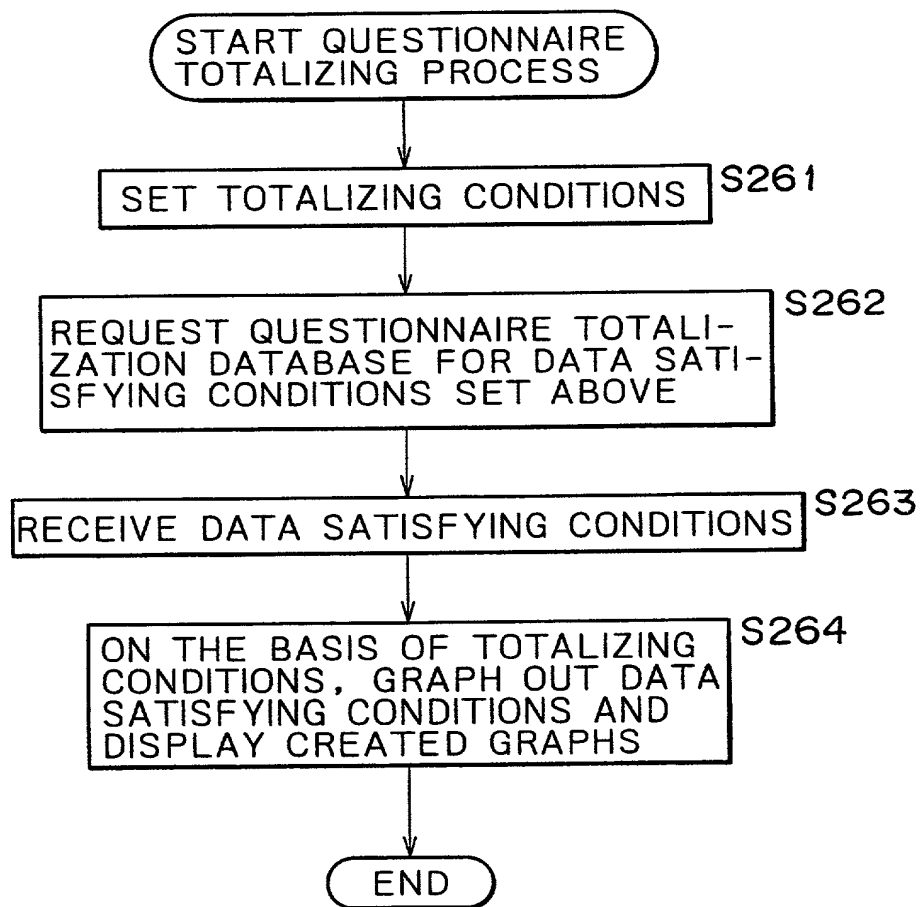


FIG. 33

